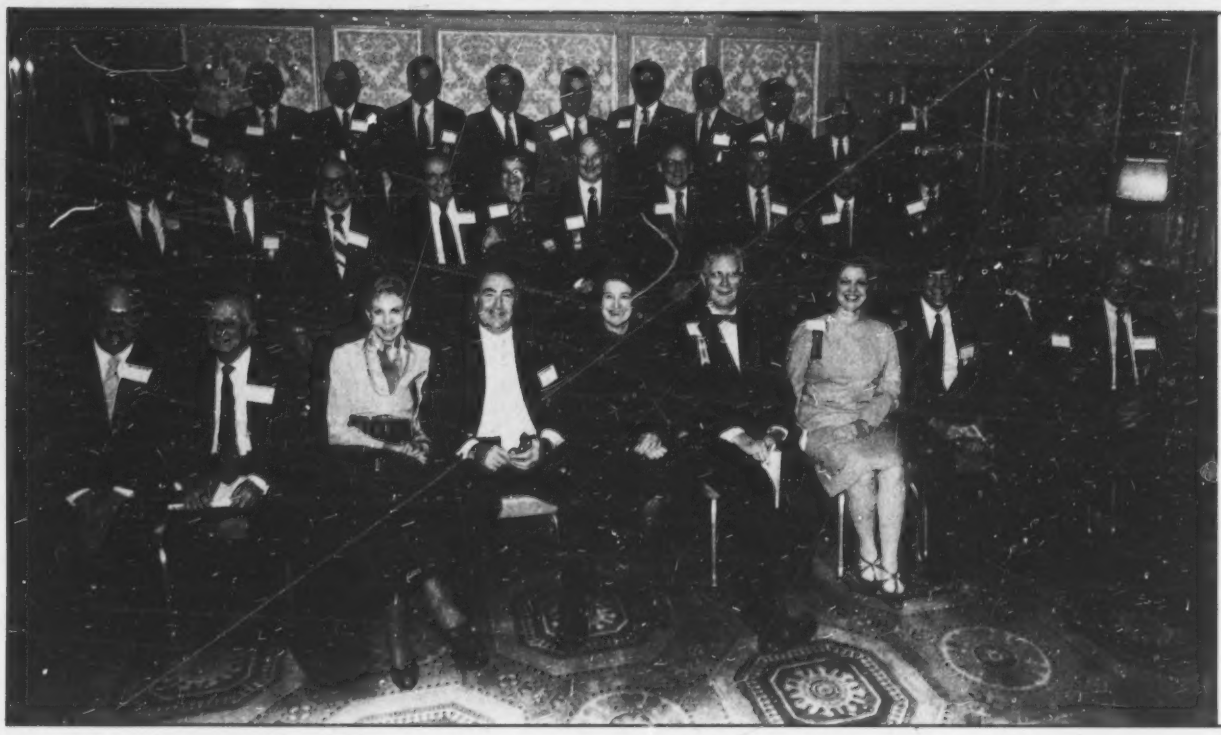

'Dictators' gather at book party

The group of advertising giants who appeared at the luncheon in New York Oct. 18 to mark release of "The Benevolent Dictators," the new book by Barton Cummings, included many of the book's subjects, plus other guests: First row (l. to r.): Brown Bolte, SSC&B; Arthur Fatt, Grey; Frankie Cadwell, Cadwell Davis; Robert Bloom, Bloom Cos.; Rena Bartos, J. Walter Thompson USA; Barton Cummings, Saatchi & Saatchi Compton; Judy Guerin de Neco, president, Advertising Club of New York; Rance Crain, president of Crain Communications (Crain Books is the publisher); O. Milton Gossett, Saatchi & Saatchi Compton; Willard Mackey, McCann-Erickson. Second row (l. to r.): H. Smoot Fahlgren, Fahlgren & Swink; Edward Bond, Young & Rubicam; S.R. Bernstein and Jack Graham, both of Crain; Jo Foxworth, Jo Foxworth Inc.; Neal Gilliatt, Interpublic; Paul Harper, Needham Harper Worldwide; Howard Bell, chairman, American Advertising Federation; James Henderson, Henderson Advertising; Lou Hagopian, N W Ayer. Top row (l. to r.): Edward Meyer, Grey; Raymond Mithun, Campbell-Mithun; John Elliott Jr., Ogilvy & Mather; Herman Davis, Cadwell Davis; Edward Ney, Young & Rubicam; Carl Nichols, Cunningham & Walsh; Neal O'Connor, Ayer; Charles Peebler, Bozell & Jacobs; Alfred Seaman, SSC&B; Carl Spielvogel, Backer & Spielvogel, Robert Jacoby, Ted Bates; Stuart Upson, Dancer Fitzgerald Sample. *(See story on Page 96.)*

Highlights

Home Box Office will spend more than $10 million beginning next week in a three-pronged effort to thwart cable piracy. *See Page 6.*

ABC and NBC's network news operations are hoping for prime time openings in 1985 for their next series projects. *See Page 10.*

Hair-styling mousse, which industry observers say is the hot-

test of the new hair products, is about to get hotter with Alberto-Culver's introduction of VO5 Hair Grooming Mousse for Men. *See Page 12.*

Chevrolet's "Japanese strategy" of using imports to plug gaps in its small-car line appears to be falling short. *See Page 14.*

Music videos aren't enough to satisfy the appetite of Turner Broadcasting System president Ted Turner. The communications entrepreneur also will try his hand at movie production, and he doesn't plan on stopping there. *See Page 44.*

Clients don't want to be bored at presentations, but it's up to the presenter to give an outstanding performance. Here are some tips. *See Page 48.*

CORPORATE CLOSEUP

Dr Pepper Co., in its first year as a private company, is flexing newfound marketing clout, putting to rest speculation that the marketer would retrench into a regional corner. *See Page 4.*

FORUM

Are print ads awful? Blame it on "the new wave creative horde" of the '60s, writes former Leo Burnett creative director John Matthews. *See Page 20.*

Havas and Marsteller: The origin of a long-sought U.S. link for the giant French agency operation is described by Eduard Grosse in "A dream fulfilled." *See Page 20.*

INTERNATIONAL

U.S. fast-food marketers, taking advantage of a strong U.S. dollar, are targeting France as the next major European growth region. *See Page 54.*

Pretty Polly, the U.K.'s market leader in the $329 million hosiery market and part of the Thomas Tilling Group, has abandoned an ad approach that helped make the company the biggest single marketer of pantyhose in the U.K. *See Page 54.*

Volkswagen do Brasil celebrated its 25th anniversary in this country with an ad campaign calling for all Brazilians to send in a "true story" about their VW Beetles. *See Page 56.*

Lebanese admen were forced to ply their trade elsewhere in the Middle East when civil war tore their nation apart. Now, after almost 10 years of strife, they have not only survived, but prospered. *See Page 58.*

VIDEOTECH

The Council for Cable Information, a trade group set up to improve the image of cable tv, hopes to double its first year's advertising budget to $12 million. *See Page 67.*

If the Washington Post Co. could do it all over again, it probably would take the plunge into cable tv as a multiple systems operator, according to its chairman. *See Page 67.*

COMING THURSDAY

SPECIAL REPORT

Sales promotion is becoming more sophisticated and innovative as a marketing medium, and one of the ingredients for success is entertainment.

REGULAR FEATURES

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CONSUMER MAGAZINE AD LINAGE OCTOBER, 1984 83

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Network seeks to maintain credibility

RKO execs quit, sale talk denied

By VERNE GAY

NEW YORK—The sudden departure last week of three top executives at RKO General's scandal-ridden radio division is being viewed as a drastic step by RKO to disassociate itself from anyone who may have had prior knowledge of the radio network's $7 million overbilling of advertisers.

At the same time, RKO General denied widespread reports that parent company GenCorp was preparing to sell the radio networks, the only broadcast property RKO is not prohibited from selling by a 1977 consent decree with the FCC.

"Shane [O'Neil, president of RKO General] and his team have taken every action possible to establish the networks' credibility with customers and the various people it does business with," said William Reynolds, president of Akron-based GenCorp. He said these reassurances also covered shareholders and the regulatory community. "If we were interested in disposing of the networks it would probably have been more propitious for us not to make these investments," he said.

The possibility of a sale was raised after an administrative law judge at the FCC said two weeks ago he would examine the radio networks' billing improprieties in 1983, while considering RKO's suitability to own its Los Angeles tv station, KHJ-TV. Fidelity Television, Norwalk, Cal., which has challenged RKO's Los Angeles tv

(Continued on Page 96)

'AfterMASH,' 'E/R' singled out

Shops review nets' blemishes

By JAMES P. FORKAN

NEW YORK—The tv networks may be holding up their fall schedule changes, but advertising agencies have no qualms about pointing out what appear to be obvious chinks in their prime time armor.

CBS' weakest time period, most agency executives agreed as Week 4 of the Nielsen ratings battle got under way, is 8 p.m.-to-9 p.m. (ET) Tuesday, where "AfterMASH" and "E/R" have been consistent losers, despite heavy viewer sampling at the season's outset when scheduled behind "60 Minutes." A couple of admen went out on a limb and predicted their successor well could be "Crazy Like a Fox," a one-hour comedy starring Jack Warden as a private eye.

Dancer Fitzgerald Sample described "Fox" as a "comic sendup of typical detective series" and Ted Bates Advertising labeled this comedy/adventure a "strong 8 o'clock entry."

After having tracked the season-to-date results, Paul Schulman of Paul Schulman Co., New York-based network tv buying subsidiary of Gardner Advertising, said "NBC is in super shape, CBS is in pretty good shape and ABC has a lot of problems."

The viewing changes going on

(Continued on Page 98)

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

October

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Art & Antiques —				
American Artist	102.0	71.2	738.5	635.1
Antiques	181.5	149.0	1,465.7	1,285.9
Antique Monthly	38.3	43.3	314.5	303.3
Art in America (11X)	155.0	142.9	1,176.2	1,011.5
Plate World (6X)	—	—	351.1	417.6
Southwest Art	150.7	166.0	898.7	874.5
Total Group	**627.5**	**572.4**	**4,944.7**	**4,527.9**
% change		**+9.6%**		**+9.2**
— Auto/cycle/rec. vehicles —				
AutoWeek	166.8	153.8	1,320.4	1,277.8
Car & Driver	85.0	94.3	903.3	902.3
Car Collector & Car Classics	21.0	23.9	194.6	214.0
Car Craft	74.2	63.5	739.9	733.1
Cycle	28.3	37.4	452.1	618.1
Cycle Guide	19.3	32.8	393.6	440.4
Cycle World	28.9	25.6	515.5	524.5
Dune Buggies & Hot VWs	77.3	83.5	805.8	704.1
Family Motor Coaching	138.7	104.9	1,456.9	1,150.4
4 Wheel & Offroad	78.0	117.1	737.1	681.7
Four Wheeler	98.8	52.3	795.0	413.6
Hot Rod	72.0	54.9	636.3	579.8
Motorcyclist	22.2	17.2	363.4	378.0
Motor Trend	67.3	70.3	652.4	635.9
Motorhome	82.9	72.5	902.8	732.9
Pickup, Van & 4 WD	27.7	31.2	347.6	344.2
Road & Track	97.2	113.3	1,016.0	980.6
3 Wheeling	35.3	35.7	313.3	274.2
Trailer Life	107.3	101.7	1,240.0	1,074.7
Total Group	**1,328.2**	**1,285.9**	**13,756.0**	**12,660.3**
% change		**+3.3%**		**+8.7%**
— Boating & yachting —				
Boating	117.1	107.0	1,378.9	1,146.6
Chesapeake Bay	42.0	41.8	295.8	285.6
Cruising World	302.3	294.2	1,542.2	1,480.5
Motor Boating & Sailing	155.5	125.1	1,616.2	1,394.5
Sail	162.4	148.6	1,423.4	1,230.6
Sea & Pacific Skipper	47.1	60.9	585.0	675.0
Small Boat Journal (6X)	40.5	36.6	215.1	195.2
Western Boatman (6X)	—	—	124.8	94.8
Yachting	198.3	154.1	1,754.7	1,534.5
Total Group	**1,065.2**	**968.3**	**8,936.1**	**8,037.3**
% change		**+10.0%**		**+11.2%**
— Canadian —				
L'Actualite	94.5	89.7	651.9	508.8
Chatelaine:				
English Edition A.	127.8	155.8	954.3	931.4
French Edition	117.2	130.9	824.2	814.8
City Woman (5X)	—	—	176.8	—
Equinox (6X)	47.0	47.0	203.3	196.3
Financial Post Magazine A.	69.0	40.5	440.1	320.7
Flare A.	70.0	76.2	548.1	500.4
Homemaker's Magazine	83.1	121.1	604.4	724.2
Madam Au Foyer	73.8	94.8	529.8	574.6
Montreal Calendar	59.0	45.5	437.9	245.0
Montreal Ce Mois Ci	63.0	68.3	469.5	325.5
Reader's Digest:				
Canadian-English A.	99.7	100.2	792.2	773.9
Canadian-French A.	96.8	98.5	710.1	703.8
Toronto Life	158.5	95.8	916.0	844.4
Total Group	**1,159.4**	**1,164.3**	**8,268.6**	**7,463.8**
% change		**−0.4%**		**+10.7%**
— Civic/fraternal —				
American Legion	25.1	30.1	239.6	276.4
Elks Magazine (10X)	25.3	23.5	203.3	224.7
Kiwanis Magazine	17.3	14.8	123.1	134.9
Lion (10X)	6.0	8.3	57.8	58.7
Moose Magazine	18.0	24.0	182.0	203.0
Rotarian	15.6	22.6	119.4	132.0
V.F.W. (10X)	25.3	29.7	266.8	283.4
Total Group	**132.6**	**153.0**	**1,192.0**	**1,313.1**
% change		**−13.3%**		**−9.2%**
— Comics —				
Archie Comic Group (6X)	10.0	10.0	50.0	50.0
DC Comics	7.0	8.5	75.0	79.0
Marvel Comics Group	9.0	10.0	92.0	100.0
Total Group	**26.0**	**28.5**	**217.0**	**229.0**
% change		**−8.8%**		**−5.2%**
— General —				
American Health (10X)	47.6	—	329.5	200.1
American West (6X)	—	—	130.8	127.2
The Atlantic A.	46.0	53.0	440.7	406.4
Audubon Magazine (6X)	—	—	133.2	183.1
Bon Appetit A.	120.1	96.2	883.9	744.6
Changing Times D.	55.5	48.7	445.3	400.5
Cuisine Magazine	75.1	73.5	507.3	384.3
Ebony	103.3	83.8	906.3	869.8
Fifty Plus E.	51.7	37.7	348.8	255.3
Food & Wine	52.0	43.9	364.1	350.1
Games	16.8	29.6	204.2	273.8
Geo	26.6	27.1	329.8	257.3
Gourmet	95.5	96.2	746.3	684.8
Home Entertainment (6X)	—	—	153.2	111.5
Harper's Magazine A.	32.8	19.5	240.3	168.5
Life	57.4	82.4	573.4	557.5
Modern Maturity (6X)	—	—	159.6	155.3
Money	126.4	144.9	1,183.3	1,098.0
Moneysworth (4X)	13.8	20.3	53.8	72.1
Mother Earth News (6X)	54.2	66.2	262.9	315.1
Mother Jones (10X)	19.0	—	136.7	123.1
National Geographic	26.6	24.9	233.7	221.1
Prevention	67.6	92.7	684.4	773.3
Psychology Today	34.2	24.0	250.8	257.4
Reader's Digest A.	92.6	110.1	835.1	790.8
Signature	66.3	77.0	537.4	545.6
Smithsonian	98.3	105.1	803.7	720.1
Success	39.8	36.1	340.1	338.3
Town & Country	219.7	207.2	1,424.0	1,358.2
Travel/Holiday	50.1	47.0	434.7	408.0
Travel & Leisure	124.3	114.4	1,049.0	863.6
Vanity Fair	38.5	34.8	248.2	425.5
Video	77.2	70.7	679.6	614.4
Video Review	54.5	63.3	526.9	629.2
Writers Digest	25.0	21.1	241.5	261.0
Yankee	103.9	136.2	800.9	889.1
Total Group	**2,112.4**	**2,087.6**	**17,923.4**	**16,834.0**
% change		**+1.2%**		**+6.5%**
— Home —				
Americana (6X)	48.3	50.3	192.9	182.4
Architectural Digest A.	168.1	179.1	1,279.2	1,222.8
Better Homes & Gardens	164.6	142.2	1,176.1	1,065.8
Colonial Homes (6X)	—	—	339.8	305.9
Country Journal	38.6	51.5	323.9	379.9
Country Living	83.9	71.2	651.4	509.1
Dallas/Ft. Worth Home & Garden	101.9	102.9	738.4	688.2
Early American Life (6X)	30.5	40.6	140.8	141.9
Family Food Garden (6X)	—	—	118.0	273.8
Family Handyman (10X) A.	84.7	79.1	644.9	600.1
Flower & Garden (6X)	28.5	31.7	183.6	195.9
Home	54.3	55.3	539.0	379.8
House Beautiful	129.3	139.9	929.8	863.1
House & Garden	132.8	102.3	876.3	633.7
Houston Home/Garden	155.0	134.8	1,047.3	1,002.0
Metropolitan Home	142.2	82.7	707.4	561.6
New Shelter (9X)	47.4	52.6	396.7	371.6
1001 Home Ideas	46.2	51.8	406.3	326.4
Organic Gardening	43.8	65.9	629.7	716.5
Phoenix Home/Garden	59.3	63.0	548.5	455.3
San Diego Home/Garden	64.2	70.8	725.2	676.3
Southern Accents (6X)	—	—	376.0	231.4
Southern Living	142.4	131.8	1,315.9	1,233.5
Sunset Magazine A.	166.0	177.4	1,365.5	1,371.7
Texas Homes	84.2	82.1	796.6	704.6
Workbench (6X)	—	—	296.5	322.7
Total Group	**2,016.2**	**1,959.0**	**16,756.7**	**15,416.0**
% change		**+2.9%**		**+8.7%**
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	64.4	53.6
Ajaskafest	63.0	55.2	521.7	468.7
American Way	118.4	113.2	999.5	907.6
East/West Network:				
Amtrak Express	32.7	58.0	329.7	420.5
Continental	52.7	93.8	601.6	651.1
Eastern Review	116.0	125.6	1,145.6	1,013.2
Ozark	43.5	62.8	451.2	459.5
PSA Magazine	110.0	125.0	1,020.7	898.4
Pan Am Clipper	63.4	49.8	615.2	423.1
Republic Scene	57.5	79.7	589.8	566.9
United	112.7	118.2	1,139.5	949.4
USAir	65.2	93.0	606.5	631.4
Western's World	63.8	83.7	664.1	614.3
Halsey Publications:				
Air Cal	79.5	51.6	506.5	390.6
Braniff	34.9	—	197.0	—
Delta Sky	89.3	84.8	752.7	659.1
Frontier	40.0	43.8	317.0	355.8
Northwest Orient	46.1	56.8	366.1	342.8
Skylite	32.0	21.3	157.0	174.2
TWA Ambassador	63.5	70.9	604.5	522.3
Hawaii	21.2	14.6	216.3	167.0
Pace (6X)	—	—	569.1	206.2
Southwest Airlines	102.6	115.6	939.3	983.5
Spirit of Aloha	20.0	15.4	217.4	164.3
Total Group	**1,428.0**	**1,532.8**	**13,592.4**	**12,023.5**
% change		**−6.8%**		**+13.0%**
— Men's —				
Esquire A.	135.3	104.3	1,014.3	912.9
Firehouse Magazine	94.2	49.3	574.5	537.9
Gentlemen's Quarterly A.	224.0	186.0	1,568.3	1,438.5
Penthouse A.	50.4	52.4	497.0	559.3
Playboy A.	84.2	78.3	713.3	803.8
Total Group	**588.1**	**470.3**	**4,367.4**	**3,952.4**
% change		**+25.0%**		**+10.5%**
— Metropolitan —				
Aloha (6X)	29.7	40.2	145.9	140.2
Atlanta	71.9	78.1	583.6	550.8
Baltimore	77.7	67.6	620.0	586.5
Boston	166.6	147.1	1,408.7	1,293.3
California Living	86.1	88.6	491.7	501.0
Charlotte (10X)	19.3	18.5	153.2	185.8
Chicago	188.5	175.2	1,373.2	1,376.3
Chicago's North Shore	105.4	106.5	844.8	824.6
Cincinnati	73.1	67.1	514.1	521.3
Cleveland	93.3	84.3	764.9	732.8
Coast (38X)	294.9	420.5	2,757.7	2,836.2
Columbus Monthly	91.7	97.4	697.2	711.6
Commonwealth	45.5	42.7	386.0	344.3
Connecticut	99.4	91.7	821.1	740.4
Country Magazine	50.0	43.5	414.8	301.4
D/Magazine, Dallas/Ft. Worth	180.9	135.8	1,263.1	1,132.6
Denver	49.9	39.9	330.5	338.5
Exclusively Yours, Wisconsin (15X)	110.7	120.2	727.5	737.0
Grand Rapids	42.7	44.3	523.5	531.3
Gulfshore Life (10X)	33.5	37.7	540.9	444.4
Honolulu	58.9	63.2	583.3	616.8
Houston City	100.9	89.1	840.9	715.6
Indianapolis	121.4	89.4	993.2	759.6
Kansas City	39.1	40.9	335.1	297.6
Los Angeles	190.0	228.0	2,020.0	1,907.5
Louisiana Life (6X)	—	—	375.1	350.2
Madison	40.0	54.0	456.2	467.8
Metropolitan Detroit	71.5	—	548.4	—
Miami/South Florida	77.6	75.5	837.2	828.0
Milwaukee	63.1	38.8	441.7	191.7
Minneapolis/St. Paul	117.3	102.5	928.5	775.4
Monthly Detroit	70.1	50.9	622.3	535.8
New Jersey Monthly	62.6	63.6	543.6	515.4
Ohio	57.7	51.2	640.0	514.1
Orlando	83.3	71.0	840.8	750.9
Palm Beach Life	80.3	73.9	694.9	647.5
Palm Springs Life	104.5	99.4	1,233.9	1,135.8
Philadelphia	151.9	173.4	1,299.6	1,268.4
Phoenix	103.9	77.6	889.1	746.9
Pittsburgh	63.1	68.0	603.3	581.5
St. Louis	64.0	71.0	597.0	567.0
San Diego	165.9	140.8	1,484.4	1,333.6
San Francisco	88.3	60.3	745.5	590.3
San Francisco Focus	83.0	82.0	603.2	532.8
Texas Monthly	165.8	161.2	1,304.2	1,181.7
Twin Cities	66.6	58.3	637.1	505.9
Ultra	126.5	78.2	825.4	613.7
Virginian (6X) B.	—	—	238.0	185.8
Washington Dossier	61.5	44.3	512.0	461.9
The Washingtonian	174.2	166.4	1,485.7	1,407.6
Total Group	**4,563.8**	**4,319.8**	**39,522.0**	**35,817.1**
% change		**+5.6%**		**+10.3%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	21.0	30.5	240.9	266.6
Secrets	21.0	30.5	240.9	266.6
True Confessions	21.0	30.5	240.9	266.6
True Experience	21.0	30.5	240.9	266.6
True Love	21.0	30.5	240.9	266.6
True Romance	21.0	30.5	240.9	266.6
Sterling Women's Group:				
Daytime TV	28.5	27.3	280.0	297.0
Modern Screen	20.5	28.3	101.5	210.2
Movie Mirror (6X)	20.5	—	102.5	150.1
Soap Opera Stars	16.5	24.3	106.0	219.8
TV Movie Screen (6X)	4.0	—	19.0	126.6
TV Picture Life (6X)	5.0	—	92.0	87.7
Teen Bag (6X)	—	—	48.1	28.9
Total Group	**221.0**	**262.9**	**2,194.5**	**2,719.9**
% change		**−15.9%**		**−19.3%**
— Music/entertainment —				
American Film (10X)	35.3	38.5	210.5	245.7
Audio	231.6	128.2	779.5	582.1
Circus Magazine	49.2	34.9	370.9	280.5
Dance Magazine	56.3	60.1	610.4	616.3
Musician	58.4	67.5	598.8	646.9
Playbill	56.2	69.8	562.2	524.4
Record	27.8	23.1	236.3	96.0
Stereo Review	55.0	48.7	450.7	488.0
Total Group	**569.8**	**470.0**	**3,819.3**	**3,479.9**
% change		**+21.1%**		**+9.8%**
— National Sunday magazines —				
Family Weekly A.	50.4	76.3	596.8	718.6
Parade	50.1	70.2	529.0	661.8
Total Group	**100.5**	**146.5**	**1,125.8**	**1,380.4**
% change		**−31.4%**		**−18.5%**
— Outdoor & sport —				
Alaska	44.1	41.3	415.7	410.3
American Hunter	25.6	36.5	205.1	210.1
American Rifleman	37.5	39.8	295.5	294.7
Backpacker (6X)	—	—	213.4	255.3
Bass Master (8X) A.	—	—	384.5	366.6
Bicycling (9X)	—	—	857.9	818.4
Field & Stream	93.8	78.3	847.6	884.5
Fins & Feathers A.	35.9	36.0	440.3	404.5
Fishing World (6X)	—	—	203.5	204.9
Florida Sportsman	68.3	66.2	847.1	689.1
Flying	48.8	44.3	466.9	405.8
Fur-Fish-Game	32.8	43.1	236.8	234.9
Golf Digest	62.7	74.0	917.6	894.7
Golf Magazine	38.4	51.4	705.6	652.9
Guns & Ammo	62.3	63.6	502.7	515.6
In-Fisherman (6X)	53.5	43.5	424.5	382.0
Outdoor Life	87.0	86.8	777.4	741.0
Outside Magazine	39.9	45.6	377.9	360.1
Petersen's Hunting	69.7	70.1	456.8	401.3
The Runner	66.5	57.3	467.8	413.4
Runner's World (13X)	72.5	78.0	541.6	502.7

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. 1984 year-to-date figure reflects 5.5 pages of paid advertising in an advertorial section of the Sept. issue. E. 1984 year-to-date figure reflects adjusted total. The magazine erroneously reported its Sept. 1984 figure. It should have been 28.9. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 84)

(Continued from Page 83)

October

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
Salt Water Sportsman	63.3	45.6	709.4	547.9
Shooting Times	47.2	43.2	386.6	370.3
Ski (8X) A.	142.4	102.3	523.7	409.9
Skiing (7X)	180.4	177.2	598.6	529.0
Skin Diver	57.6	67.2	754.7	723.3
Southern Outdoors (8X)	34.8	45.6	314.5	337.1
Sport	48.7	50.7	457.0	402.4
Sports Afield	98.3	103.9	864.2	842.9
Western Outdoors (10X)	33.5	29.7	382.5	284.9
Total Group	**1,645.5**	**1,621.2**	**15,577.4**	**14,490.5**
% change		**+1.5%**		**+7.5%**
— Photography —				
American Photographer	46.0	62.8	412.0	507.4
Petersen's Photographic	39.8	46.8	328.4	349.8
Popular Photography	98.0	97.5	960.3	1,112.7
Total Group	**183.8**	**207.1**	**1,700.7**	**1,969.9**
% change		**−11.3%**		**−13.7%**
— Religious —				
BBI Jewish Monthly (10X)	23.9	25.0	206.6	195.7
Christian Herald	46.3	44.3	285.6	282.9
Christian Life	38.1	33.2	280.8	273.5
Christianity Today	114.7	97.3	639.8	581.0
Inside (4X)	—	—	251.3	218.5
Moody Monthly	67.8	62.3	465.5	462.9
Today's Christian Woman (6X)	44.3	52.0	188.3	125.7
Total Group	**335.1**	**314.1**	**2,317.9**	**2,140.2**
% change		**+6.7%**		**+8.3%**
— Science/electronic/mechanic —				
Compute	81.0	174.5	766.8	1,385.5
Computers & Electronics	52.0	60.3	458.9	600.9
Creative Computing	105.9	180.4	1,168.3	1,749.1
Discover	28.9	35.5	348.0	409.3
Family Computing	60.7	40.0	524.4	74.3
Mechanix Illustrated	98.3	102.6	714.8	701.5
Omni	89.9	103.5	640.9	647.6
Natural History	56.2	52.0	420.6	368.5
Popular Mechanics	105.1	120.6	943.6	987.4
Popular Science	85.5	121.4	814.8	860.9
Science Digest	39.1	32.2	301.3	317.0
Science 84 (10X)	36.7	41.7	265.8	306.0
Scientific American	53.1	96.5	666.2	557.7
Spectrum	128.2	96.1	998.7	836.8
Total Group	**1,020.6**	**1,257.3**	**9,033.1**	**9,802.5**
% change		**−18.8%**		**−7.8%**
— Women/fashion/service —				
Bride's Magazine (6X) A.	—	—	1,643.9	1,565.7
Cosmopolitan A.	225.3	231.8	2,099.6	2,006.8
Essence	194.3	93.7	845.4	803.1
Family Circle A.	232.0	236.8	1,477.5	1,488.2
Glamour	210.7	183.6	1,815.7	1,671.8
Good Housekeeping A.	198.1	219.3	1,597.6	1,663.6
Handmade (6X)	—	—	120.0	117.9
Harper's Bazaar	163.5	153.3	728.2	1,262.6
Health	42.8	30.5	368.9	315.6
Ladies' Home Journal	125.0	129.5	1,009.5	945.8
Ladycom (10X)	58.0	40.0	366.8	321.8
Mademoiselle	144.2	138.3	1,428.4	1,310.9
McCall's	116.2	118.0	927.8	876.9
Modern Bride (6X)	—	—	1,395.9	1,317.0
Ms.	59.9	64.2	515.8	439.7
New Woman	55.1	56.1	470.7	466.8
Parents Magazine A.	98.1	91.8	759.7	740.5
Playgirl	33.2	39.7	337.8	384.9
Redbook	123.6	117.4	943.4	872.7
Self	120.9	91.7	991.6	763.8
Seventeen	100.4	105.5	1,303.2	1,119.4
Soap Opera Digest	118.0	111.5	1,098.0	1,043.5
'Teen Magazine	46.0	56.7	550.8	553.4
True Story A.	59.4	73.5	578.0	577.5
Vogue	466.9	407.3	2,897.1	2,518.0
W Magazine	161.0	152.3	1,117.9	979.5
Weight Watchers	43.4	28.8	306.3	258.6
Woman's Day A.	195.4	239.4	1,236.1	1,314.7
The Workbasket (10X)	49.2	47.9	345.0	345.6
Working Mother	95.4	84.5	715.7	660.7
Working Woman	113.3	140.0	1,043.1	948.2
Total Group	**3,649.3**	**3,483.1**	**31,035.4**	**29,655.2**
% change		**+4.8%**		**+4.7%**
— Youth —				
Boys' Life	13.0	19.6	162.1	220.0
Campus Life	86.3	86.6	397.3	365.4
Total Group	**99.3**	**106.2**	**559.4**	**585.4**
% change		**−6.5%**		**−4.4%**

September

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Business —				
Arizona Business Gazette	24.7	16.1	223.6	141.8
Atlanta Business Chronicle (52X)	44.2	34.5	420.1	281.5
Austin Business Journal	45.1	33.3	400.8	281.5
Barron's (52X)	190.1	224.3	1,663.8	1,773.0
Black Enterprise	46.6	49.3	507.3	482.3
Boston Business Journal	96.2	58.2	812.8	558.6
Business Week (52X) A.	407.4	387.7	3,433.4	3,128.1
California Business	111.8	112.0	820.2	662.0
Capital District Business Review (24X)	50.5	49.7	410.0	328.6
Corporate Report/Kansas City	68.7	62.0	546.3	451.7
Corporate Report/Minnesota	90.8	79.4	751.8	708.4
Crain's Chicago Business (52X)	146.2	142.3	1,154.9	1,058.2
Crain's Cleveland Business	75.5	57.9	581.2	444.2
Dallas/Ft. Worth Business (52X)	—	—	—	—
Dun's Business Month	63.9	62.7	530.0	559.0
Financial World (24X)	25.2	30.0	268.3	317.7
Florida Trend	86.2	77.3	758.3	644.8
Forbes (26X)	302.5	294.0	2,470.3	2,159.8
Fortune (26X) A.	225.8	245.0	2,345.5	2,056.5
Frequent Flyer	58.5	47.6	502.6	415.9
Futures	62.0	56.0	503.0	493.0
Hawaii Business	57.1	47.5	454.2	431.9
High Technology	28.8	28.8	279.4	242.9
Inc. Magazine A.	151.1	112.9	1,067.1	888.5
Income Opportunities (10X)	46.4	50.6	371.7	344.0
Industry Week (26X) A.	143.1	140.7	951.8	879.8
Indianapolis Business Journal	121.4	89.4	993.2	759.6
New Orleans Citibusiness	95.2	89.6	1,005.7	780.4
Minnesota Business Journal	54.7	50.4	449.7	356.4
Nation's Business A.	43.8	32.2	292.5	269.3
New England Bus. (20X) B.	—	—	—	—
Pacific Business News (52X)	92.6	91.7	902.8	867.5
Philadelphia Bus. Journal	117.4	83.1	939.5	558.9
Pittsburgh Bus. Times (52X)	65.6	64.0	486.2	437.0
Savvy	46.2	59.8	368.3	363.4
St. Louis Business Journal	130.9	97.4	1,201.1	940.9
Texas Business	55.5	91.8	622.3	524.9
Venture	82.0	59.3	720.1	503.4
Total Group	**3,457.5**	**3,308.5**	**30,209.8**	**25,813.9**
% change		**+4.5%**		**+17.0%**
— Newspaper Sunday magazines* —				
Arizona Republic	—	—	—	—
Boston Globe	244.7	272.1	1,769.7	1,622.2
Chicago Tribune	108.0	112.9	644.7	721.6
Cincinnati Enquirer	101.0	84.8	663.6	651.0
Cleveland Plain Dealer	67.0	87.6	520.9	731.4
Columbus Dispatch	72.8	47.9	441.8	407.1
Dallas Times Herald	64.6	64.4	702.6	634.0
Denver Post	78.9	126.6	673.2	789.6
Detroit News	86.0	98.0	766.0	869.0
L.A. Times Home Magazine	98.3	100.1	923.8	766.1
Louisville Courier-Journal	—	—	—	—
Miami Herald	50.2	53.3	460.8	476.4
New York News	—	—	—	—
New York Times Magazine	605.8	484.8	3,266.1	2,916.3
Philadelphia Inquirer	135.6	94.2	172.6	137.2
Toledo Blade Magazine	65.2	46.1	461.4	406.6
Washington Post	149.8	138.2	974.7	949.8
Total Group	**1,927.9**	**1,811.0**	**12,441.9**	**12,078.3**
% change		**+6.5%**		**+3.0%**
— Weeklies/bi-weeklies —				
The Advocate (25X)	105.0	100.1	908.2	960.0
Army Times Military Group:				
Air Force Times (52X)	143.5	143.9	1,314.6	1,281.3
Army Times (52X)	138.4	138.9	1,251.1	1,247.1
Navy Times (52X)	153.1	153.2	1,411.4	1,424.9
The Times Magazine	25.9	25.5	145.3	136.4
The Blood-Horse (52X)	411.7	546.9	4,119.1	4,042.6
Commonweal (22X)	3.3	7.3	51.9	57.3
Golf World (43X)	52.9	55.4	723.5	730.1
Grit (52X) A.	26.0	27.8	210.2	225.4
National Journal	36.0	36.0	244.7	223.0
National Review	28.2	41.0	234.3	281.8
New Republic (48X)	27.7	30.2	262.4	279.5
New York Magazine (50X)	311.7	313.9	1,976.6	2,000.5
New Yorker (52X)	275.9	336.5	2,285.6	2,318.1
Newsweek (52X) A.	206.6	217.3	1,948.1	1,888.4
People (52X)	296.7	257.6	2,640.8	2,260.9
Rolling Stone (25X)	106.4	119.6	765.9	809.3
Sporting News (52X)	44.7	47.2	429.0	484.9
Sports Illustrated (52X) A.	226.4	253.2	2,169.9	1,947.2
Time (52X) A.	194.1	197.8	1,881.9	1,811.8
Travelhost (52X) C.	3,361.0	3,087.0	28,945.0	26,142.0
TV Guide (52X) A.	460.1	352.3	2,696.9	2,541.9
Us Magazine (26X)	28.5	46.8	330.0	406.8
U.S. News & World Report (52X) A.	121.8	135.8	1,169.9	1,220.6
Total Group	**6,785.6**	**6,671.2**	**58,116.3**	**54,721.8**
% change		**+1.7%**		**+6.2%**
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	44.1	43.8	292.3	308.9
Japan	65.1	56.0	635.1	509.9
Great Britain	163.0	109.5	1,044.2	967.3
Buenhogar:				
Central America	1.0	1.0	13.2	15.0
Chile	—	2.0	6.7	10.0
Colombia	36.0	46.8	267.2	331.7
Dominican Republic	3.0	15.5	46.0	109.5
Ecuador	13.0	10.0	112.5	84.0
Mexico	58.8	38.2	341.3	341.8
Peru	37.3	23.8	154.8	184.5
Puerto Rico	7.0	7.8	126.2	107.0
U.S.	12.7	11.8	108.0	83.8
Venezuela	28.8	15.8	218.0	174.2
Geomundo:				
Central America	8.0	7.0	50.8	40.0
Chile	7.5	6.0	47.8	41.0
Colombia	12.0	16.5	78.5	93.0
Ecuador	5.0	5.0	33.0	34.0
Mexico	10.5	8.0	67.3	54.5
Peru	7.5	9.0	46.8	52.0
Puerto Rico	5.5	5.0	23.8	32.0
U.S.	4.2	4.0	42.7	29.0
Venezuela	9.0	6.0	92.3	91.7
Hombre De Mundo:				
Central America	9.0	6.0	56.0	47.3
Chile	9.0	8.0	55.0	49.0
Colombia	12.5	14.0	86.0	90.0
Ecuador	7.0	8.0	40.0	48.0
Mexico	20.7	17.5	121.2	103.3
Peru	9.0	9.0	53.0	46.0
Puerto Rico	9.0	7.0	76.0	49.3
U.S.	7.7	5.0	56.7	28.0
Venezuela	23.5	12.0	158.5	125.3
Ideas Para Su Hogar:				
Central America	—	—	1.5	2.0
Chile	—	—	1.0	—
Colombia	29.0	31.0	166.0	217.7
Ecuador	4.0	1.0	45.0	27.0
Mexico	13.0	10.2	76.2	116.8
Peru	6.0	17.0	53.0	65.0
Puerto Rico	—	—	5.0	6.0
U.S.	8.0	7.5	62.0	38.8
Venezuela	25.0	15.2	140.0	107.2
Mecanica Popular:				
Argentina	3.8	6.8	47.8	63.8
Central America	9.8	9.8	113.2	111.2
Chile	6.2	6.3	59.2	55.3
Colombia	12.5	15.0	123.5	152.3
Mexico	16.3	9.8	113.7	82.3
Peru	13.0	22.8	136.0	174.0
Puerto Rico	13.3	12.3	126.3	131.7
U.S.	4.8	3.7	40.8	28.0
Venezuela	14.8	17.5	145.0	180.3
The Ring en Espanol:				
Colombia	1.0	—	4.0	—
Mexico	0.2	—	0.5	—
Puerto Rico	1.0	—	1.0	—
U.S.	5.0	3.3	32.3	29.7
Venezuela	2.0	1.0	12.0	0.7
Vanidades Continental:				
Central America	6.8	12.2	54.5	61.2
Chile	2.3	2.0	28.0	30.5
Colombia	93.2	86.0	532.5	558.0
Dominican Republic	11.7	21.2	71.2	158.5
Ecuador	21.7	11.7	129.3	109.3
Mexico	109.7	91.0	614.7	801.3
Peru	24.7	46.2	147.7	249.2
Puerto Rico	28.3	27.0	345.3	302.3
U.S.	47.7	47.7	378.8	398.3
Venezuela	72.5	36.8	364.5	385.8
Business Week Int'l.	148.4	181.0	1,147.7	1,218.6
Cosmopolitan Foreign Editions:				
Australia	77.2	78.4	502.6	524.7
Brazil	62.0	67.0	326.9	387.2
France	95.2	84.5	1,034.8	747.7
Germany	94.0	64.4	453.1	473.8
Great Britain	120.0	117.0	965.3	923.9
Greece	30.0	28.0	437.0	422.0
Holland	65.0	47.8	414.0	346.5
Italy	65.3	73.7	477.7	512.2
Japan	29.0	36.0	466.7	337.8
South Africa	125.0	—	688.5	—
Cosmopolitan en Espanol:				
Central America	—	1.3	7.0	17.5
Colombia	15.2	17.3	88.5	128.0
Ecuador	—	0.3	3.0	7.7
Mexico	54.5	71.2	372.2	466.2
Peru	4.0	3.3	23.0	60.7
Puerto Rico	28.5	10.8	254.7	168.0
U.S. (Spanish language)	23.8	17.3	170.0	146.8
Venezuela	20.5	10.5	142.0	109.8
International Management:				
Africa	7.6	25.0	102.7	142.0
Europe	78.2	55.2	335.3	336.2
Latin America	6.3	9.3	70.5	107.3
Middle East	29.3	23.5	126.3	197.3
Pacific	14.7	17.5	108.8	134.3
Johnston International:				
Alam Attijarat	79.3	78.3	482.1	521.3
Ejecutivo	14.7	17.0	52.6	74.0
Modern Africa	39.2	25.5	120.0	118.4
Modern Asia	49.1	55.8	252.6	312.2
Newsweek International A:				
Atlantic	94.9	110.5	712.7	764.4
Latin America	33.7	36.7	208.6	257.2
Progreso (9X)	8.7	14.8	44.4	74.0
Reader's Digest:				
Arabic	12.0	—	79.0	94.0
Asian	231.0	233.5	1,553.0	1,882.0
Australian	72.0	84.5	657.8	576.2
Belgian-Flemish	63.5	60.5	672.0	661.0
Belgian-French	32.5	52.5	431.0	496.0
British	57.6	56.5	442.4	527.5
Chinese B.	123.0	154.0	844.2	928.3
Danish	42.0	49.4	270.8	282.9
Dutch	42.0	38.3	319.3	282.6
Finnish	29.0	67.5	339.5	544.0
French	44.3	58.8	395.7	462.6
German	47.8	71.0	569.9	600.9
Greek	4.0	—	83.5	—
Iberian	24.5	18.0	148.0	143.5
Indian-English	65.0	55.5	632.5	620.3
Indian-Hindi	10.0	8.0	45.5	35.5
Italian	25.0	52.5	294.0	402.5
Japanese	32.9	42.3	384.3	428.7
Korean	25.0	20.5	208.0	179.7
Latin American:				
Argentina	26.0	22.0	173.0	124.0
Brazil	1.5	6.0	22.5	79.5
Central American	12.0	13.0	83.5	95.0
Chile	5.0	15.4	97.0	128.5
Colombia	35.0	46.5	264.5	331.0
Ecuador	12.0	16.5	71.5	94.0
Mexico	57.3	40.0	408.0	370.7
Peru	12.0	18.0	80.0	87.5
Puerto Rico	9.5	10.5	49.5	56.5
U.P.B.	10.0	15.0	65.0	90.5
U.S. Spanish	14.5	16.5	83.5	124.0
Venezuela	16.0	15.5	98.0	122.0
New Zealand	98.3	100.0	754.3	758.3
Norwegian	32.8	44.0	287.9	310.1
Portugal	31.0	52.8	321.0	402.6
South African	98.5	102.5	803.8	844.0
Swedish	4.5	28.5	92.0	170.0
Swiss-French	19.7	21.0	216.6	246.0
Swiss-German	25.7	36.0	287.0	309.0
Time International:				
Time-Asia	102.7	106.3	745.1	820.0
Time-Atlantic	129.4	119.6	851.4	823.2
Time-Canada	202.3	169.5	1,459.3	1,185.2
Time-Latin America	74.3	60.8	391.7	388.6
Time-South Pacific	123.1	113.0	964.7	1,055.9
Visao (52X)	376.8	351.7	1,576.4	1,526.5
Vision/Latin America (26X) A.	44.9	43.9	251.4	252.9
Total Group	**5,324.9**	**5,056.2**	**37,514.8**	**39,006.6**
% change		**+5.1%**		**−3.8%**

$1.25 a copy; $52 a year

Thursday, October 25, 1984

Advertising Age®

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Midweek News Summary

Doyle Dane Bernbach International is "contemplating" selling its ECOM/DDB public relations unit as part of a plan to streamline operations. *See Page 2.*

"Split-30" ad units will proliferate on network tv during the next year despite concerns that the resulting clutter will undermine the effectiveness of the standard 30-second unit. *See Page 2.*

Time Inc.'s sale of the Pioneer Press chain of suburban Chicago weeklies to Marshall Field V's Field Corp. will put the former *Chicago Sun-Times* owner back into the newspaper business just as it eliminates Time from the category. *See Page 3.*

Adolph Coors Co. next month will withdraw its Golden Lager premium beer from the shelves in the brand's last test market. *See Page 3.*

Prince Foods is introducing its pasta line into its first West Coast market as part of a plan to roll national. *See Page 3.*

Public broadcasting stations again face the question of whether to accept advertising after President Reagan vetoed a funding bill. *See Page 3.*

Pillsbury Co. is raising the competition in the active, dry-yeast category as it enters new Best instant dry yeast into three test markets. *See Page 3.*

Rent-a-Center is embarking on a campaign to tell consumers it's all right to rent goods rather than own them. *See Page 5.*

Warner Cosmetics, after months of speculation, confirmed it will develop a fragrance and cosmetics line under the Norma Kamali name. *See Page 9.*

DIRECT MARKETING

AT&T Communications is moving quickly to quell unrest over its entry into telemarketing among independent telemarketing service bureaus. *See Page 6.*

Robert DeLay, outgoing president of the Direct Marketing Assn., challenged the group to stop being defensive in his last address. *See Page 6.*

Sakowitz Inc. is selling romance in its 16th annual "Ultimate Gift Suggestions" catalog. *See Page 7.*

The U.S. magazine industry's top leaders, Jack Rehm (l.), president-publishing group, Meredith Corp., and chairman, Magazine Publishers Assn., and MPA president William Gorog (r.), were shoulder-to-shoulder with the Bahamas' leader, Prime Minister Lynden Pindling, at this week's American Magazine Conference.

Newhouse in rare appearance

Magazines see good business

By STUART J. ELLIOTT

NASSAU, BAHAMAS—Conde Nast Publications chairman S.I. Newhouse Jr. used a rare appearance at an industry gathering this week to express confidence in his company's struggling *Vanity Fair*.

The low-profile Mr. Newhouse, star of a panel that was the talk of the 1984 American Magazine Conference here, said he's encouraged by the magazine's performance and vowed it will "keep going."

"Recently there was a very nice turnabout in circulation," Mr. Newhouse said. "Renewals are coming in at a much higher rate and ads will hit 50 pages in December. As long as it's going well, and we're encouraged by all the vital signs, we're going to keep going with *Vanity Fair*." Since its revival in March, 1983, *Vanity Fair* has struggled with problems that have kept it losing what industry observers estimate is $10 million to $12 million a year.

Organizers of the conference, cosponsored by the Magazine Publishers Assn. and the American So-

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Surf to pound away at Tide

By NANCY GIGES

Lever Bros. is waving another potential success story at Procter & Gamble with the rollout of Surf laundry detergent (AA, March 13) into Texas and Oklahoma.

Set for ad spending exceeding a $50 million national rate, Surf captured more than 13% of the market in a Houston test, moving into the No. 2 slot behind P&G's Tide within six months.

New York-based Lever Bros., using the low-key yet hard-hitting approach it took with Snuggle fabric softener, is playing down the expansion. But the company has told the retail trade it expects Surf to be the first major new laundry powder in many years.

Lever believes Surf will follow Snuggle fabric softener and Sunlight liquid and dishwasher soaps in its parade of new-product successes. Those hit P&G entries hard, and each of those P&G brands is No. 1 in its market: Cascade leads the dishwasher detergent market, Downy tops fabric softeners and Ivory and Dawn share first place among dishwashing liquids.

Surf could be the biggest windfall yet for Lever because of the size of the heavy-duty detergent category—a whopping $3 billion at retail. The brand is positioned as ideal for modern fabrics because it removes not only dirt but odors. Ogilvy & Mather, New York, is the agency.

In addition to tv support reaching 97% of all women aged 25 to 54 an average of 74 times every four weeks during the introductory period, Lever is running ads in women's magazines, distributing two million 7.25-oz. samples and conducting a public relations program with spokeswoman Pat Van Patten, wife of actor Dick Van Patten. Daniel J. Edelman Inc. handles the pr program.

According to Lever, consumer research indicates that one-third of consumers complain that their current laundry detergent does not adequately remove odors from clothes. Other testing suggested that Surf was overwhelmingly preferred to the market leader (Tide), the company said. Nationally, Tide holds 22% of the market.

Surf is a standard-density powder detergent, the largest segment of the laundry-detergent category, accounting for some two-thirds. Liquids make up about 22% and concentrated powders, 11%. Lever's other major entries, Wisk liquid and Concentrated All, compete in the other two segments.#

Two admen die in copter crash

By BRIAN MORAN

A Wells, Rich, Greene art director and a former staff photographer for *National Geographic* were killed Oct. 19 in a helicopter crash near St. Thomas, Virgin Islands, while filming an assignment for WRG client Pan American World Airways.

Joseph Capitelli of Wells, Rich, Greene and free-lance photographer Gordon Gahan were taking aerial shots of sailboats when their helicopter apparently malfunctioned and plunged into the ocean just off the coast of St. Thomas.

Mr. Capitelli, 34, and Mr. Gahan, 38, had been working in the Caribbean five days when the crash occurred, said Andre van Stom, exec vp at WRG, New York. Mr. Gahan, co-owner of a New York photography business, had been hired for the shoot.

"It had rained the first three days and the weather had just broken for them," Mr. van Stom said. "They should have been on their way back home already."

The pilot of the helicopter, identified as Steve Booker of St. Thomas, also was killed. The Federal Aviation Administration and the National Transportation Safety

(Continued on Page 54)

Presstime

DDB can cite Kidde, exec in suit against client

NEW YORK—Doyle Dane Bernbach International will be allowed to include Kidde Inc., Saddle Brook, N.J., and its chairman, Fred Sullivan, as defendants in its $8 million suit against former client Victor Technologies. A New York state supreme court justice this week ruled in DDB's favor. Kidde and Mr. Sullivan owned a majority of Victor when the DDB client filed for bankruptcy in February, leaving DDB with $3.3 million in uncollected receivables (AA, Feb. 6). DDB is charging that Victor's fourth-quarter, 1982, financial position was misrepresented. Kidde and Mr. Sullivan had moved to dismiss the suit against them but were denied that motion.

Beatrice sells liquor unit to Whitbread

CHICAGO—Beatrice Cos. has signed a definitive agreement to sell its Buckingham Corp. liquor importing operation to Whitbread (U.S.) Holdings. The unit of London-based brewer Whitbread & Co. PLC will acquire Buckingham for $110 million in cash. Beatrice expects to announce several other divestitures by the end of this year.

Ammirati waves goodby to Club Med account

NEW YORK—Club Mediteranee and Ammirati & Puris have ended their relationship on the $7 million national Club Med account. Although the parting was described as amicable, there have been reports of personality conflicts on the account.

Ad campaign fired off for Trigger software

COCONUT GROVE, FLA.—Thoughtware breaks a $1 million fourth-quarter print campaign in today's *Wall Street Journal* for Trigger, a new business

(Continued on Page 2)

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FMJE SERVICE
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4520 EAST-WEST HWY #800
WASHINGTON DC 20014
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Ron vs. Fritz —in Nassau

Photo by Vincent Vaughan

NASSAU, BAHAMAS—Outside events rarely intrude on the proceedings at the American Magazine Conference. But the presidential debate Oct. 21 had its impact on the 1984 conference here.

The debate overlapped a conference reception, so three tv sets were set up in the hotel, enabling nearly 200 attendees to watch the proceedings.

The next day, two participants in a session on foreign policy had to cancel appearances. Robert McFarlane, national security adviser, accompanied the President to the debate and could not get here in time. And Richard (Rick) Smith, editor-in-chief, *Newsweek*, remained in New York as his magazine extended its deadline to include debate coverage.

A total of 78% at the session called the debate a toss-up, 12% said President Reagan won and 10% said Walter Mondale won, said Marvin Stone, editor-in-chief, *U.S. News & World Report*.#

Split-30 boom expected; is 15-second unit next?

By VERNE GAY

NEW YORK—The "split-30" ad unit will proliferate on network tv during the next year, despite concerns that the resulting clutter will undermine the effectiveness of the standard 30-second unit.

The advent of the stand-alone, 15-second unit also may be in the near future.

J. Walter Thompson USA soon will begin to press for the sale of individual 15-second units. The networks have opposed individual 15s because affiliates fear the national spot market will be hurt as a result. All 15-second units now are sold only in pairs.

"We think use of the 15-second unit will escalate rapidly," said Richard Kostyra, senior vp-media director, J. Walter Thompson USA. "In Japan, the shorter commercial comprises 70% of all spots. In England, 38% are either 10s or 20s."

There are several factors behind the coming boom in split-30s, said advertising and agency experts, but much of it will be fueled by major package goods advertisers who are beginning to see them as media weight builders for brands that don't require major budget increases.

There also is room for growth. About 27% of the networks' inventory base is earmarked to run split-30 ads; only 5% of the total base is being used. A split-30 may run once in a 90-second pod on ABC and NBC and once in a two-minute pod on CBS.

Many advertisers are entering a period of intense experimentation. While these same advertisers have decried the advent of split-30s, they want to determine the effectiveness of the unit as a frequency builder for established brands. They include Carter-Wallace, Chesebrough Pond's, Coca-Cola's Columbia Pictures, Esmark, Johnson & Johnson, Heinz, Lever Bros., RJR Foods and at least a dozen others.

General Foods' Jell-O is using the split-30 as a reach and frequency builder. Beecham Products' Ace Combs and Aqua Velva, as small network brands, are attempting to stretch their awareness through the use of split-30s. American Home Products' Chef-Boy-Ar-Dee also is testing the unit as an awareness builder. Gillette, which has used it for Foamy, Bare Elegance and razor-blade products, wants to see how the small and large brands can benefit. For the first time, Gillette used split-30s during the World Series.

In part, tv cost inflation is forcing some of these advertisers to scrutinize the split-30. "One problem many brands currently have is that spending has not kept pace with inflation," said Robert Bolte, director of media services, Clorox,

(Continued on Page 54)

Divestitures being weighed

DDB ponders sale of pr unit

By STEWART ALTER

NEW YORK—Doyle Dane Bernbach International is "contemplating" selling its ECOM/DDB public relations unit as part of a streamlining strategy, exec vp Robert Pfundstein said.

Consideration of the sale comes two months after DDB quietly closed its 20-year-old Director's Studio commercial production unit.

Noting that "no firm decision" on ECOM will be made for another few weeks, Mr. Pfundstein indicated that one of the more likely options being considered was selling the unit back to its principal, Robert Frost.

Asked whether DDB was generally considering divestitures, Mr. Pfundstein, the agency's chief financial and administrative officer, said, "Candidly, yes. We are looking at everything we've gotten into in the last few years."

But he qualified that by saying the company was "extremely happy" with its agricultural, direct-marketing, pharmaceutical and recruitment operations.

DDB acquired ECOM Consultants, which specializes in corporate and investor relations, in April, 1983. "Our goal was to use their very small base of business and build product and corporate pr capabilities," Mr. Pfundstein said. "If we had invested enough, it probably would have worked."

He said ECOM would remain DDB's investor relations consultant even if it were sold back and that DDB has not closed the door on reentering the product and corporate pr area more directly again.

ECOM/DDB, which has about 30 clients and $1 million in revenues, closed its two West Coast offices last summer.#

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Presstime

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analysis software program that the company claims will eliminate the need for management consultants. Spreads also will appear in *Business Week* and *Forbes*. Fredericks Kullberg Amato Pisacane handles.

Other late news

● NEW YORK—**BBDO International**, the first of the public ad agencies to report its third-quarter figures, says revenues rose 15% to $72.3 million in the three months ended Sept. 30. Earnings hit $3.9 million, a 30% increase over the total for the same period in 1983. For the nine months, revenues rose 20% to $223.1 million, and net income was up 36% to $15.2 million.

● NEW YORK—**Halloween costumes** shaping up as the strongest sales prospects include Ben Cooper Inc.'s Cabbage Patch Kids, Care Bears, "Gremlins" and Masters of the Universe, say Toys "R" Us, Rochelle Park, N.J., and other sources. Other popular costumes include Collegeville Costumes' Dungeons & Dragons, Rainbow Brite and Transformers.

● ST. LOUIS—**Anheuser-Busch** has decided on King Cobra as the permanent name for its new malt liquor. A-B had been testing both the King Cobra and Jaguar names in six markets each since April (AA, Feb. 20). King Cobra now will be available in all 12 test markets. J.P. Martin Associates, New York, is agency of record for the brand.

● NEW YORK—**Seagram Wine Co.** is introducing Seagram's Cooler into the greater New York area later this year. Kenyon & Eckhardt handles.

● ST. LOUIS—**Ralston Purina Co.** is testing Purina T-Bonz dog treats in midwestern markets, including Milwaukee. Tv spots describe the product as "Nice and solid like a real T-bone. Loaded inside with real beefy taste." Gardner Advertising, St. Louis, handles.

● LODI, N.J.—**Italusa Corp.** is expanding into California and the Midwest with its Pomi spaghetti sauce and strained tomatoes, as well as Santal fruit juices and nectars. The products, all of which come in aseptic packaging, have been marketed for about a year in New York and New England. Wellington & Messina, New York, handles.

● ROCHESTER, N.Y.—**Eastman Kodak Co.** is promoting its new line of diskettes, the company's first foray into the electronic media market, through an extensive print campaign beginning Nov. 14 in the *Wall Street Journal*. Other consumer print advertising will break in early 1985, with trade ads beginning in November. Rumrill-Hoyt handles. Kodak also is introducing its Kodavision 8mm videorecorder in an extensive print campaign Oct. 30. In addition, it will heavily promote its disc camera and improved disc film for Christmas. Fourth-quarter disc advertising is estimated at some $20 million. McCann-Erickson, New York, is the agency for Kodavision, and J. Walter Thompson USA handles Kodak disc ads.

● NOVATO, CAL.—**Fireman's Fund Insurance Cos.** has named McCann-Erickson, San Francisco, to handle its $300,000 account. The agency was the only one left in consideration after incumbent Cunningham & Walsh withdrew. Earlier, Ogilvy & Mather dropped out due to a conflict. Budget for the financially troubled subsidiary of American Express Co. was about $1.5 million last year.

● MEMPHIS—**Plough Inc.** has narrowed its agency review for Coppertone from 11 to five agencies, which will begin making presentations next week, says a source close to Plough. Warwick Advertising, the incumbent, remains in the $3 million review (AA, Sept. 6). No decision is expected until mid-November.

● DETROIT—**General Motors** may import the Rekord 2.2 sedan into the U.S. from its West German Opel subsidiary to counter Lincoln-Mercury's German Merkur. Meanwhile, Ford Motor Co. is planning to expand its line of imported European cars under the Merkur brand. Two and four-door sedans and a wagon will join the marque soon.

● YOUNTVILLE, CAL.—**Domaine Chandon**, fueled by strong growth and increasing competition in the superpremium sparkling wine category, has moved its account to Tatham-Laird & Kudner, San Francisco. It replaces Maxwell Arnold, Jackson & Co. on the $500,000 account.

● SECAUCUS, N.J.—**Consolidated Cigar Corp.**, recently acquired by MacAndrews & Forbes, the Camden-based candy and chemical company, is talking to ad agencies, sources say. Robert David, account supervisor for incumbent Nadler & Larimer, New York, said he was unaware of any search. Consolidated senior vp-marketing Barry Nova had no comment. Consolidated's ad spending in measured media in 1983 was less than $100,000, says Leading National Advertisers.

● **NEWSLINE: Walter Carlson** reportedly has moved to senior vp-public relations director, a new post at Doyle Dane Bernbach, New York, from senior editor, *Folio*. Mr. Carlson, who wrote the *New York Times* advertising column from 1964 to 1966, more recently headed his own pr agency. . .**Spectragraphics Corp.**, San Diego, a marketer of high-performance computer work stations and terminals, to **Reiser Williams DeYong/Cunningham & Walsh**, Irvine, Cal., for its $1 million account from Salvati Montgomery Sakoda. . .**Tower Air**, New York, next week will announce its first scheduled domestic service, one daily flight in each direction between New York's Kennedy Airport and Los Angeles. The peak-hour service reportedly will offer a $119 fare, matching People Express' off-peak fare. Burger Lang Partners handles. . .**Ford Motor Co.**, Dearborn, Mich., and the United Auto Workers reportedly have agreed to work together on developing a new U.S.-built small car, similar to General Motors Corp.'s Project Saturn (AA, Nov. 7). Code-named Alpha Project, the program is aimed at competing profitably with Japanese imports. . .**Ford Motor Co.'s** Ford division says that it and its ad agency, J. Walter Thompson USA, are "definitely looking" at producing made-for-tv movies in a move similar to that of Chrysler Corp. (AA, Oct. 18). An "initial project" is under study. . .**Alberto-Culver Co.**, Melrose Park, Ill., is introducing four new Alberto VO5 products: Shampoo, conditioner and aerosol and nonaerosol hair sprays for permed and color-treated hair. The new line will be advertised via regular VO5 advertising. Bozell & Jacobs, Chicago, handles. . .**Lorus Products**, New York, will become the "official timekeeper" for ESPN in a 15-month, multi-million-dollar deal. Lorus replaces Timex, which in July backed out of a 10-year, $20 million commitment with ESPN made in 1981.